

# CURT'S CLOSET

The logo consists of the word "CURT'S" in a blue, cursive font arched over a central graphic. The graphic is a white baseball with red stitching, positioned inside a blue circle that forms the letter "O" of the word "CLOSET". The word "CLOSET" is written in a large, bold, red, sans-serif font.

---

GIVING BACK TO THE COMMUNITY THAT LOVED HIM

*Media Kit*

# ABOUT US



Curt's Closet is a 501(c)(3) not-for-profit organization located in Cullman, Alabama.

At Curt's Closet, we believe each child deserves to know they are worthy, accepted, and loved. Their situation does not define who they are. We believe that providing children in need with clean, in style clothing is a great start to provide confidence they need. With confidence we all can succeed at our goals, strive to better our situation and break the cycle of poverty within our community.



At Curt's Closet we provide children, ages 19 years and younger, with clothing, shoes, and other basic needs, all for FREE. We also serve individuals and families who are facing emergency situations.



# HISTORY

On May 7th, 2017, Ashley Wilson's 15-year-old son, Curtis James Wilson, was tragically killed in a head-on collision by a drunk driver. Born out of a way to turn something tragic into something good, Curt's Closet was founded by Ashley to carry on Curt's legacy by giving back to the community he so dearly loved and that loved him.

In the early stages of Curt's Closet, Ashley started operations in the living room of her home. It was not until 2018 that Curt's Closet's operations opened to the public, out of a small church in Cullman, Alabama. Curt's Closet operated in the small church for about three years before moving to its current location in 2021.

Met with overwhelming support in the beginning, Curt's Closet has only grown since 2017 and continues to grow with members and volunteers, along with donations and community involvement. It is with this support that Curt's Closet was able to open a second warehouse in early 2024, assisting with how much the organization has grown by providing more space for staff, volunteers, and operations.



# PROGRAM INFORMATION



We are a boutique feel shop, where families in need can come 'shop' for clothing, shoes, backpacks, and lunch boxes, all for free.

We serve families that are low income, foster families, families that have had a recent house fire, sickness in the family, military families, and many more situations.

In addition to the basic services Curt's Closet offers, there are additional donation drives:

## Bless Your Soles

Back-to-school shoe drive that focuses on providing new shoes to children for the school year

## Captain Underpants

Competition held every February in Cullman to collect underwear for the year

Curt's Christmas Sponsorship program held that focuses on giving every child a Christmas to enjoy

At every visit, children can shop for:



**10 shirts**



**Shoes**



**6 pairs of socks**



**Backpacks**



**6 pairs of underwear**

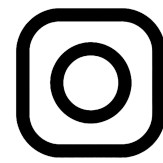
# QUICK FACTS

Curt's Closet has over 2,500 visitors every year.



Only provides new or gently used clothing and items

## Social Media



curtscloset20



Curt's Closet

32 different drop off locations

Two donation drives and one sponsorship program annually

One annual fundraiser a silent auction called Clothed in Cullman

# IN 2024...

Items of Clothing  
**32,020**

Curt's Christmas  
Kids  
**541**

Client Visits  
**3,202**

A new warehouse!

Back-to-school  
Clients  
**1,465**

Pairs of Socks and  
Undies  
**32K**



And Hundreds of Volunteers!



# PROFILE/ BACKGROUND



Curt's Closet is a nonprofit organization dedicated to helping provide clothing, shoes, and other basic necessities to children 19 years or younger for free. Curt's Closet also serves individuals and families that find themselves in emergency situations. The organization's efforts work towards serving its community by giving back, helping families in need, and striving to break the cycle of poverty.

Curt's Closet relies on the community of Cullman, Alabama, for donations and funding to support its operations. 60% of funding towards Curt's Closet was sourced from local businesses and donors while 30% was raised at its annual fundraiser. Only 10% of Curt's Closet's funding was received in the form of grants.

The staff at Curt's Closet consists of six individuals including founder and executive director Ashley Wilson, Brittany Tucker, Facility Director, and Lauren Rhoden, Administration Director. All six of these staff work together daily to oversee the success of operations at Curt's Closet.

The Board of Directors for Curt's Closet is comprised of eight members of various professions that can aid in legal, financial, and insurance advice.

In addition to serving those who make appointments at Curt's Closet, the organization also partners with the local Department of Human Resources to make deliveries of clothing and necessities to foster kids in the community.



GIVING BACK TO THE COMMUNITY THAT LOVED HIM

# FREQUENTLY ASKED QUESTIONS

**Q: What type of clothing do you take?**

**A:** New and gently used clothing and shoes-- all sizes and any season! Backpacks, lunch boxes, and accessories, and only NEW in-the-package undergarments

**Q: Do you take used household items & toys?**

**A:** No. We will do a toy drive for new, in-box toys for Christmas, but are unfortunately unable to accept used household items or toys.

**Q: What can I expect at my first appointment?**

**A:** Call or message to set up a one-hour appointment. There is usually a 2-3 week wait, so plan ahead!

Upon arrival, show your ID and fill out a form. Our staff will give a store tour and a shopping list.

We usually have one family shop at a time for privacy reasons. Afterwards, staff will help pack everything!

**Q: Where do I take my donations?**

**A:** Our drop off bin is located on the rear side of our building under the drive-thru awning. The bin will be outside during drop off hours.

# OUR TEAM



**Ashely Wilson**  
Founder and Executive Director

Ashley is the heart of Curt's Closet, maintaining a vision and mission to honor her son's memory through giving back to the community that loved him. With Ashley's dedicated leadership, Curt's Closet's impact continues to grow every year.



**Brittany Tucker**  
Facility Director

Works with Ashely and Lauren to manage operations within the facility.



**Lauren Rhoden**  
Administration Director

Works with Ashley and Brittany to manage operations within the organization.



**Dulce Monterosas**  
Warehouse Supervisor



Lisa keeps track of all financial records, transactions, invoices, and sales.



GIVING BACK TO THE COMMUNITY THAT LOVED HIM

# OUR BOARD



**Misti Easter**

First Federal  
Mortgage



**Rebekah  
Lloyd**

Lloyd Consulting  
Firm



**Angela  
Warhurst**

Hagemore Realty  
Group



**David  
Wiggins**

Premier Bank of  
the South



**Tonya  
Palmer**

Palmer Law Firm



**Tesha Brewer**

Tesha Brewer- State  
Farm Insurance



**Cathy Grey**

The Added Touch  
by Cullman  
Cabinet



**Cindy  
McSwain**

Sleepy Hollow Farm



GIVING BACK TO THE COMMUNITY THAT LOVED HIM

# LOGOS & IMAGES



GIVING BACK TO THE COMMUNITY THAT LOVED HIM



# CONTACT US

## Curt's Closet

*Main Office*  
curtscloset20@gmail.com  
256-735-4557

*Ashley Wilson*  
256-341-7964

1101 3rd Ave SE,  
Cullman, AL, United  
States, Alabama